

UT37MX70

37" Ultra Thin flatscreen LCD
with IPS Alpha panel 100 Hz
and FRC Technology



ULTRA THIN FLATSCREEN SERIES

Fits in beautifully

- 94cm visible LCD flatscreen panel
- IPS Alpha panel technology
- High resolution of 1920 x 1080 pixels
- PICTURE MASTER FHD Engine
- Ultra Thin just 35mm (excluding bezel)
- 1 x HDMI socket



360° styling

When conceiving the UT series we looked at the project from every angle to ensure that the aesthetics would be equally as pleasing – from wherever it was viewed. Concealed cables, moulded edges and subtly designed venting ensure that it will be admired whether positioned in a corner or taking centre stage in the living area.

- Dynamic contrast 10000:1
- 14.6Kg light weight design
- PC Input
- 100 Hz Technology
- Frame Rate Conversion



Light weight

Every individual component within this unique set has been cleverly streamlined and miniaturised to produce the smallest and most efficient version that could be achieved. The result is a model that is as easy to hang as a picture, and at a mere 14.6Kg offers enormous flexibility for innovative placement.



HITACHI
Inspire the Next

UT37MX70 Technical specifications



PICTURE

Screen size	37" (94cm V)
Screen type	LCD
Resolution (pixels)	1920 x 1080
Advanced Image Technology	PICTURE MASTER Full HD
Panel luminance (typical) (cd/m ²)	500 cd/m ²
Dynamic contrast ratio	10000:1
Contrast ratio	1100:1
Pixel pitch (H x V) (mm)	0.43 x 0.43
Aspect ratio	16:9
Panel	IPS Alpha Full HD

VIDEO SIGNAL INPUT

PAL/PAL60	● (W/RGB-composite cable, this cable is optional)
SECAM	● (W/RGB-composite cable, this cable is optional)
NTSC4.43/3.58	●/● (W/RGB-composite cable, this cable is optional)
1080p 24/50/60 (HDMI only)	●/●
1080i-50/60	●/●
720p-50/60	●/●
576p/576i	●/●
480p/480i	●/●

VIDEO CONNECTIONS

HDMI input (HDCP)	1 Rear
-------------------	--------

AUDIO

RMS output	6 + 6W
Sound effect	Surround
TRUBASS	●
Digital Amp	●

AUDIO CONNECTIONS

PC audio input	●
----------------	---

COMPUTER INPUT

RS232	●
15-pin D-sub	●

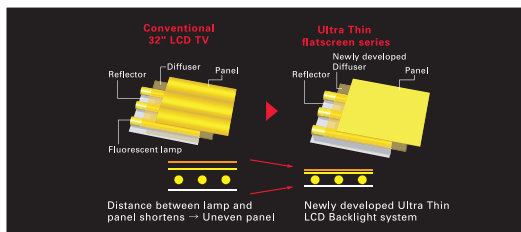
GENERAL

Power consumption/Standby	171W/0.8W
Weight (inc stand)	17.4Kg
Weight (exc stand)	14.6Kg
Dimensions (W x H x D) (mm) (inc stand)	936 x 657 x 310
Dimensions (W x H x D) (mm) (exc stand)	936 x 607 x 35 (excluding bezel)
OSD Languages	UK Europe ENG(UK)/ENG(US)/GER/FRE/SP/CHI1/CHI2/JAP ENG(UK)/ENG(US)/GER/FRE/SP/CHI1/CHI2/JAP
IB Languages	UK Europe ENG ENG/GER/FRE/SP
Hotel Mode	●

CERTIFICATION

Safety	●
EMI	●
CE	●
EAN Code	UK Europe 63028003837070 63028004837087

KEY BENEFITS



Ultra Thin design

The UT37MX70 has been re-engineered from the inside out using pioneering techniques to produce a super-slim flatscreen with a profile of just 35mm excluding bezel – a third of the depth of conventional LCDs. This radical design enables users to position the screens wherever and however they like without compromising the viewing performance.



HITACHI DIGITAL MEDIA, Hitachi Europe Ltd, Whitebrook Park, Lower Cookham Road, Maidenhead, Berkshire SL6 8YA UNITED KINGDOM
Tel: +44 (0)1628 585 000 Fax: +44 (0)1628 585 500 www.hitachidigitalmedia.com

The specification above and photography is for reference only and may be subject to change. The HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.
Location provided by Konno Masahiko Architects.